

## Message Text

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ACTION EA-12

INFO OCT-01 AF-10 ARA-14 EUR-12 ISO-00 EB-08 /057 W  
-----084629 290633Z /11

R 280849Z APR 78  
FM AMEMBASSY TAIPEI  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7246  
USICA WASHDC  
AMEMBASSY LONDON  
AMEMBASSY CARACAS  
AMCONSUL JOHANNESBURG  
AMEMBASSY PARIS  
AMEMBASSY NAIROBI  
AMCONSUL SAO PAULO  
AMEMBASSY TOKYO

UNCLAS TAIPEI 02639

COMMERCE FOR ITA/BED/OED/EID-WILLIAM DONAHOE, BED/OIM/EA-  
ROBERT KELLY AND WCAG

E.O. 11652: N/A  
TAGS: BEXP, TW  
SUBJECT: VSMF MARKET PROMOTION PLAN

REF: A) USDOC 06105 B) TAIPEI 0246 C) CCP ACTIVITY NO.5

1. POST APPRECIATES REFTEL A'S ALLOCATION OF 500 DOLLARS  
TO COVER COSTS OF TRANSLATING, PRINTING, AND MAILING  
BROCHURES TO PROMOTE VSMF SYSTEM TO POTENTIAL USERS ON  
TAIWAN. IN ALL PROBABILITY, WE WILL NOT NEED ANY  
SUPPLEMENTARY ALLOCATION.

2. IN REFTEL B, EMBASSY PROPOSED TO MOVE VSMF SYSTEM  
OFFSITE TO KAOHSIUNG, AND REQUESTED BUDGETARY SUPPORT.  
UNFORTUNATELY, REFTEL A LEFT UNANSWERED THIS ESSENTIAL  
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INGREDIENT OF THE FY'78 MARKETING PLAN. DURING  
CONSULTATIONS IN WASHINGTON IN LATE MARCH, COMMERCIAL  
ATTACHE ASKED DONAHOE TO LOOK INTO THIS MATTER AND  
ASSUMES THAT FUNDING FOR OFFSITE DEMONSTRATION OF VSMF  
IS CURRENTLY BEING CONSIDERED BY OED/EID.

3. RECENTLY, THE ROC GOVERNMENT'S INDUSTRIAL DEVELOPMENT

BUREAU (IDB) INVITED THE EMBASSY TO PARTICIPATE WITH A "COMMERCIAL PRESENCE" BOOTH IN TAIWAN'S SECOND LOW-COST AUTOMATION SHOW TO BE HELD IN TAINAN. AT FIRST AUTOMATION SHOW, WHICH WAS HELD IN TAICHUNG, EMBASSY HAD BUSINESS INFORMATION CENTER WITH USIS-PROVIDED VTR UNIT FEATURING TAPES OF AMERICAN MACHINE TOOLS. THE CHINESE BUSINESS COMMUNITY'S RESPONSE WAS ENTHUSIASTIC, BUT OUR FSL COMMERCIAL SPECIALISTS STRONGLY FELT THAT THE VSMF WOULD HAVE HELPED THEM BETTER COPE WITH TRADE INQUIRIES.

4. TO TAKE ADVANTAGE OF IDB'S OFFER OF GRATIS EXHIBIT SPACE, EMBASSY IS NOW PREPARED TO LAUNCH VSMF PROMOTION PLAN AS FOLLOWS: THE VSMF SYSTEM WOULD BE MOVED TO KAOHSIUNG FOR OFFSITE DEMONSTRATION FROM JUNE 14-16 IN LIBRARY OF ICA (PREVIOUSLY KNOWN AS USIS). THEN THE VSMF SYSTEM WOULD BE MOVED TO TAINAN AND SET UP IN THE AUTOMATION SHOW, ALONG WITH A VTR UNIT FOR THE AUTOMATION SHOW JUNE 17-21. THERE WOULD BE EXTENSIVE PUBLICITY CA-PAIGN FOR BOTH KAOHSIUNG AND TAINAN: IN LATE MAY-EARLY JUNE THE COMMERCIAL SECTION WOULD MAIL OUT THE VSMF BROCHURES AND AN ICA PRESS RELEASE TO KEY FIRMS AND NEWSPAPERS IN SOUTHERN TAIWAN. IN SECOND WEEK OF JUNE COMMERCIAL OFFICER WOULD TRAVEL TO KAOHSIUNG AND, TOGETHER WITH ICA BRANCH PAO, WOULD MAKE KEY PROSPECT CALLS ON MAJOR FIRMS AND TRADE MULTIPLIERS TO PROMOTE ATTENDANCE AND USAGE OF VSMF. COMMERCIAL OFFICER ALSO UNCLASSIFIED

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PLANS TO GIVE SPEECH IN CHINESE BEFORE AN APPROPRIATE AUDIENCE IN KAOHSIUNG, SUCH AS A ROTARY CLUB.

5. THIS OFFSITE OPERATIONS PROGRAM WOULD EXPOSE TWO DIFFERENT MARKET AREAS OF TAIWAN TO THE VSMF SYSTEM. IT WOULD ALSO FAMILIARIZE ICA'S BRANCH LIBRARY PERSONNEL IN KAOHSIUNG AND TAINAN WITH THE VSMF'S CAPABILITIES, THEREBY BOLSTERING OUR VSMF TRADE INQUIRY REFERRAL SYSTEM. IT WOULD ALSO BRING A MODERATE-COST "COMMERCIAL PRESENCE" ACTIVITY FOR EIGHT DAYS TO THE RAPIDLY INDUSTRIALIZING SOUTHERN REGION, WHICH BECAUSE OF DISTANCE FROM TAIPEI IS NOT EASILY OR OFTEN REACHED BY FULL RANGE OF EMBASSY COMMERCIAL SERVICES.

6. POST REQUESTS COMMERCE TO GIVE BUDGETARY SUPPORT TO THE ABOVE PLAN. ESTIMATED EXPENSES ARE: DOLS 460 FOR VSMF PACKING AND SHIPMENT, DOLS 110 FOR AIR FARE AND DOLS 570 FOR PER DIEM.

7. FOR WASHINGTON COMMERCIAL ACTION GROUP THIS VSMF MARKET PROMOTION PLAN WAS APPROVED BY EMBASSY TAIPEI'S COUNTRY COMMERCIAL ACTION GROUP AT APRIL 24 MEETING AS ACHIEVING

GOALS SET BY THE GREATLY EXPANDED VSMF MARKETING PLAN  
UNDER REVISED CCP ACTIVITY 5.

8. ACTION REQUIRED: COMMERCE IS REQUESTED TO APPROVE THE  
ABOVE VSMF PROMOTION PLAN AND SUPPLY FISCAL DATA ASAP.  
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## Message Attributes

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**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Decaption Date:** 01 jan 1960  
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**Disposition Comment:**  
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**Review Markings:**  
Sheryl P. Walter  
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20 Mar 2014  
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